

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates February 2017

Communications Portfolio

The Australian Communications and Media Authority

Question No: 256(d)

The Australian Communication and Media Authority (ACMA)

Hansard Ref: Written, 14/03/2017

Topic: Social Media policy – Internal / External

Senator Urquhart, Anne asked:

Social Media policy - internal

1. Have there been any changes since May 2016 Budget Estimates to department/agency/GBE social media or protocols about staff access and usage of YouTube, online social media such as Facebook, MySpace and Twitter and access to online discussion forums and blogs? If yes, please explain and provide copies of any advice that has been issued.
2. Does the department/agency/GBE monitor usage of social media?
3. If yes, provide details of the usage (for example, details could include average hours per employee, hours when usage peaks)
4. If no, will the department/agency monitor usage in the future?
5. Does social media impact on employee productivity? Please provide details (details could include increased internet usage in general or increased internet usage in standard business hours).

Social Media policy – external

6. Have there been any changes since May 2016 Budget Estimates to department/agency/GBE social media policies and procedures about what is considered acceptable behaviour by social media users posting on the Department/agency social media pages? If yes, please provide dates, explain the changes and provide copies of any advice that has been issued.

Answer:

1. There have been no changes to Australian Communications and Media Authority's (ACMA) internal social media guidance since May 2016 Budget Estimates.
2. The ACMA does not monitor usage of social media by staff.
3. N/A
4. There are no current plans to commence monitoring usage of social media by staff.
5. The ACMA has not conducted analysis of social media impacts on employee productivity and does not have readily available data to do so.
6. There have been no changes to the ACMA's external social media guidelines since May 2016 Budget Estimates.